

HPV Vaccine

Invest Now for Women's Health



A new vaccine will help protect women from ever developing cervical cancer.

A message from Dr. Brent Sherard, Wyoming Department of Health director and state health officer

Medical research can often lead to exciting and promising discoveries. Not that long ago, researchers found that some types of genital human papillomavirus (HPV) can cause cervical cancer. That important finding has led to a new vaccine that protects against the four types of HPV that cause about 70 percent of cervical cancers. With this vaccine, there is now something we can do to help protect many of Wyoming's young women from ever having to face the threat of cervical cancer, which currently kills thousands of American women each year. Please help me encourage parents of young girls to make an early investment for their daughter's health with this vaccine.

MEMORANDUM

DATE: January 22, 2007

TO: Wyoming Comprehensive Cancer Control Consortium Members

FROM: Wyoming Department of Health (Director's Office); and
Wyoming Vaccinates Important People (WyVIP) Program

SUBJECT: Human Papillomavirus Vaccine Marketing Campaign

REF: S-2007-148

It is with great pleasure that we present for your review the WyVIP HPV marketing campaign documents. This campaign was created in collaboration with our partners; the Wyoming Comprehensive Cancer Control Program, the Wyoming Health Council; the Wyoming Breast & Cervical Cancer Early Detection Program, and the Wyoming Department of Education. This HPV Vaccine campaign has been geared towards parents, clinicians, and young women. It includes information that we believe you will find valuable in learning more about HPV and its relationship to cervical cancer.

The HPV vaccine campaign includes:

- Handouts for Providers and young women on HPV facts and vaccine information; and
- Handouts for Parents on HPV facts and vaccine information.

We hope that this packet serves in educating you and answering the questions you may have regarding HPV as it impacts women's health. Further, we hope that you are given unique insight into the roles and collaborative efforts of the parties who have contributed to the contents of this packet.

If you have additional questions, please do not hesitate to contact Dr. Brent Sherard at 307.777.6340 or Katelyn Wells-Fahling at 307.777.6001.